



# Zagster

Bike Sharing for Aurora, IL



## TEAM

- Started consulting in bike sharing space in 2007
- Collectively over 30 years of vehicle sharing and operational experience

## INVESTORS

- Raised \$7MM from world-class investors such as Bill Ford's Fontinalis Partners and the first investor in Zipcar

## EXPERIENCE

- Managing over 1500 bikes across 32 states
- Most bike sharing programs in operation industry-wide



AS FEATURED IN

*The New York Times*

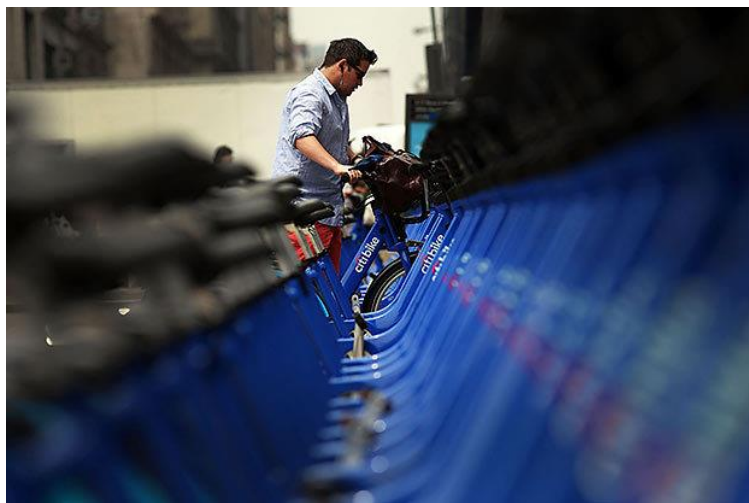
**THE WALL STREET JOURNAL.**

**Forbes**

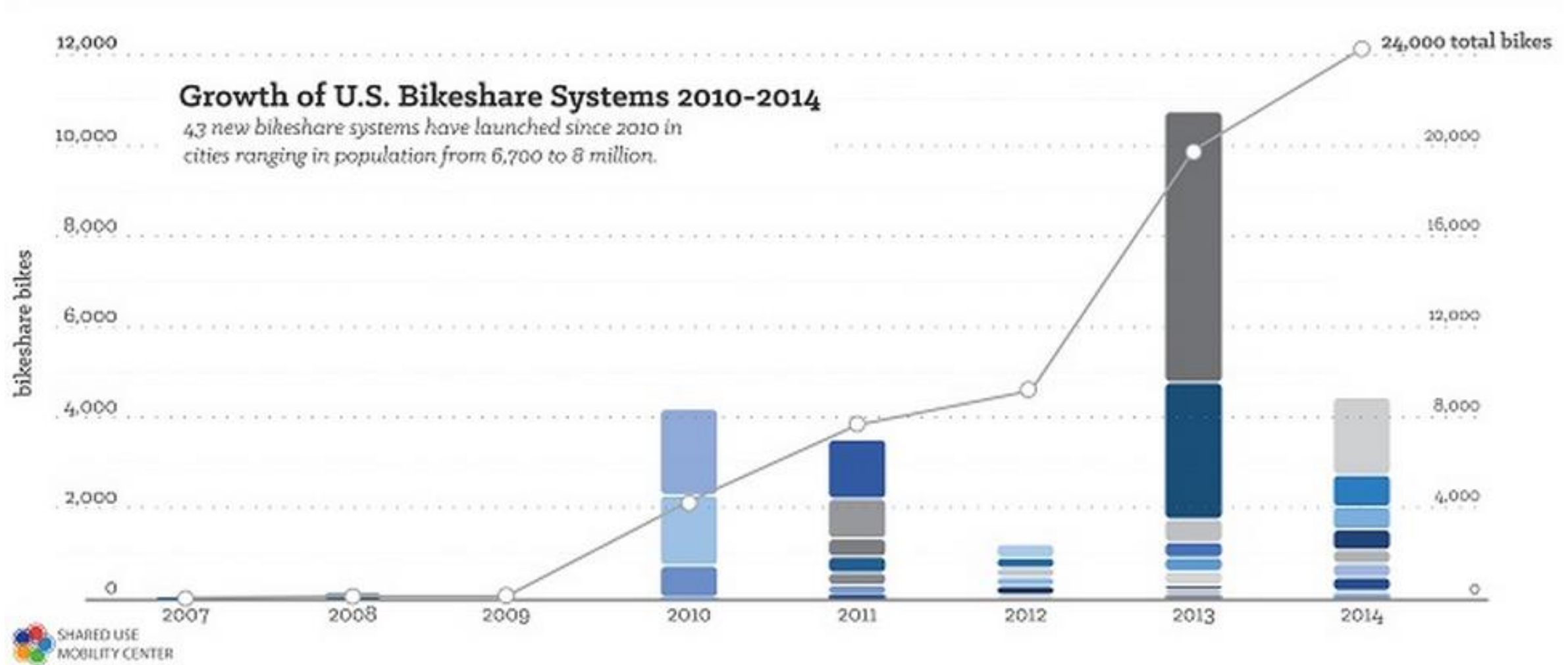
*The Boston Globe*



# Cities Love Bike Sharing



# Explosion in Growth





## The Problem



Public Programs are popular in major cities – but traditional hardware solutions cost millions, take years to implement, and prevent innovation.



**of management, oversight and accountability—rendering these programs dangerous for riders, a sloppy representation of your community, more expensive in the long-run, and an administrative nightmare.**



## The Problem Continued



## Heavyweight Infrastructure Doesn't Work Long Term

Traditional bike share programs are limited by expensive docking station technology that requires a huge physical footprint.

**\$40-50K**

Cost Per Station

**\$5-7K**

Cost Per Bike

Riders can only park their bikes at docking stations, preventing stops at their actual destinations.



# Select Partners

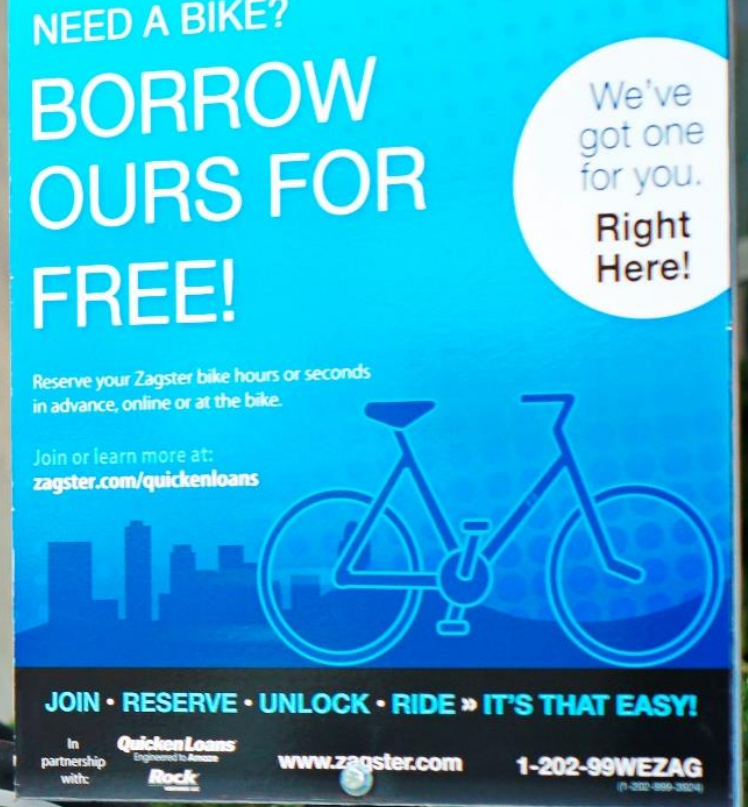




## The Zagster Solution

### Fully Automated Bike Sharing

- Connected bikes, racks and signage
- Tracking technology
- Complete maintenance
- 24/7 rider support
- Industry-standard insurance
- Deploy anywhere in US in 2 weeks




NEED A BIKE?  
**BORROW  
OURS FOR  
FREE!**

We've got one for you.  
**Right Here!**

Reserve your Zagster bike hours or seconds in advance, online or at the bike.

Join or learn more at:  
[zagster.com/quickenloans](http://zagster.com/quickenloans)



**JOIN • RESERVE • UNLOCK • RIDE » IT'S THAT EASY!**

In partnership with:  **Quicken Loans**  
Engineered to Advance  
 **Rock**

[www.zagster.com](http://www.zagster.com) **1-202-99WEZAG**  
(7-202-989-3304)

With a reservation you can reserve, unlock, and ride a Zagster bike.

2017

CITYWIDE



# How to Sign Up

## Via Web



The screenshot shows the Zagster website's homepage. At the top left is the Zagster logo with the tagline "a better way to bike". To the right are navigation links: "LOCATIONS", "PRICING", "HOW IT WORKS", "FAQS", "JOIN", and "LOGIN". The main banner features a blue square with a white bicycle icon and a star, set against a background of a city skyline. The text "Bike Share for the People of Cleveland" is prominently displayed. Below the banner is a "Sponsored by" section with logos for various local businesses and organizations, including Cimperman, Market Garden Brewery, Oralet Kitchens, Come Out and Play, Hinge Town, Platform Beer Co., Sky Light Financial Group, City Roast, Civilization, TremontWest Development Corporation, Courtyard Marriott, and University Circle Inc. At the bottom, a blue bar contains the text "Join and ride with our app." and a button that says "GET IT FOR IPHONE & ANDROID".

## Via App



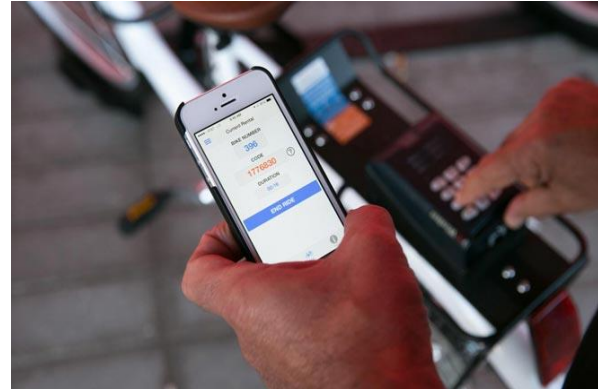
The screenshot shows the Zagster mobile app interface and its landing page. On the left, a smartphone displays the "Current Rental" screen with fields for "BIKE NUMBER" (353), "CODE" (1845114), and "DURATION" (02:11), along with an "END RIDE" button. On the right, the landing page features the headline "Ride smart." and a list of instructions: "Take a spin with our mobile app for iPhone and Android.", "Join your Zagster bike share", "Find Zagster bike stations in your area", "Borrow a Zagster bike and get your unlock code", and "Get support from Zagster if anything comes up". A contact number "202-999-3924" and a "Text me the link" button are provided. At the bottom, there are buttons for "Download on the App Store" and "GET IT ON Google play", along with social media icons for Facebook, Twitter, Google+, and LinkedIn.



# How To Ride



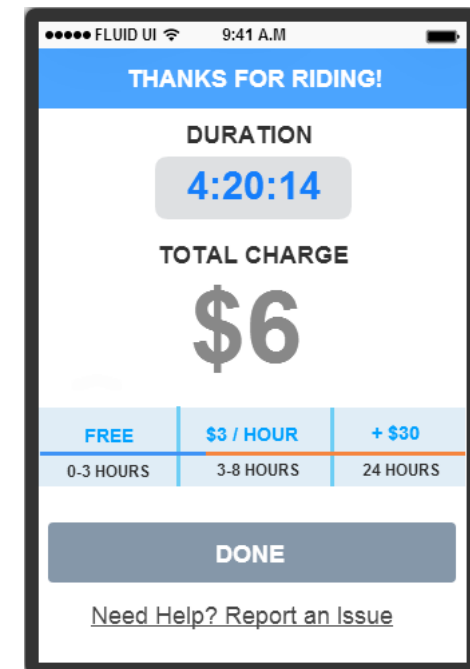
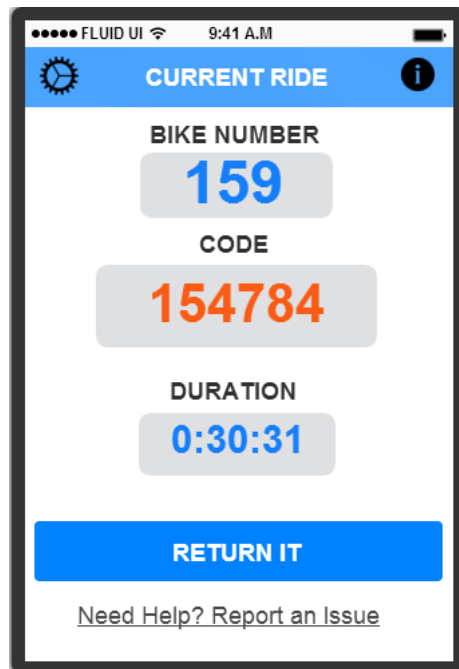
Get a code



Enter it on the bike



Return happy





# Co-Branding Opportunities

## Baskets





# Marketing Support Examples

## • Email

**Zagster**  
a better way to bike

*View this email in your browser*

### Smile More, Ride a Bike

Have you heard? Bike sharing is available for employees at Thirty-One Gifts, and your coworkers are gearing up to put in some serious miles. Ready to join them?

Sign up to borrow one of our bikes and take a ride any time. Whether you want to bike to lunch, take a ride through Easton, or just get some fresh air outside, Zagster bikes provide the fun, fun, and easy way to get around. Join the movement and try out a set of wheels today!

[Sign Up Here!](#)

**We've updated our Mobile App!**

Having a long ride with one of our newly rented Zagster bikes? Well, now, you probably would have fumbled between a bunch of different apps to find your favorite taco joint, and check if there were any bike-friendly spots to get there, but with the latest update to the Zagster app, now you get you connected.

Update your Zagster app for iOS and Android and you'll notice our new like-direction feature on the map screen. Search a name, address, or bike like "taco" and we'll show you your options and the best bike route for your destination.

**Meet the Bike**

- Adjustable seat height for adult riders
- Activate the front and rear lights at night
- Keep the U-lock in the basket while you ride
- 7 gears of shifting lets you ride anywhere
- Fenders and chain guard keep you clean

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*thirty-one*

## • Poster

**Zagster**  
a better way to bike

### GRAB A BIKE AND GO

Bike sharing is now available at Easton Town Center and your co-workers are gearing up to put on some serious miles. Ready to join them? Learn more at the link below.

[www.zagster.com/easton](http://www.zagster.com/easton)

## • One-sheet

**Zagster**  
a better way to bike

*thirty-one*

We're excited to share Zagster bike sharing is available to all employees at Thirty-One Gifts! Whether you want to bike to lunch, kick your weekend into high gear, or just enjoy the feel of the wind in your hair, Zagster bike sharing program is great for riders of all levels.

It's easy to rent a bike. Just download the Zagster app to create an account, unlock, and ride! You can also:

- Extend your bike rental time
- Find local restaurants and attractions to bike to
- Get directions to your biking destination

The best part? All rides are **FREE!** Just be sure to sign up with your employee email address to get access to this great program.

**How it Works**

- 1. BORROW**  
Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.
- 2. UNLOCK**  
Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.
- 3. RIDE**  
Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way.
- 4. RETURN**  
When you're done, lock the bike back to a Zagster dock and close the lockbox. Then go to the app and tap "END RIDE".

You can also borrow bikes by text message. Text "SMS" to 202-999-3924 for instructions.

You can sign up at <http://www.zagster.com/easton/>

## • 6" x 9"

### Grab a bike and go!





# Co-Branding Opportunities



**Zagster** a better way to bike

**Zagster** a better way to bike

**need a bike? borrow ours!**

**need a bike? borrow ours!**

Join on our app or at [Zagster.com/SCU](http://Zagster.com/SCU)

Join on our app or at [Zagster.com/CSUEB](http://Zagster.com/CSUEB)

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**For Students, Faculty, and Staff**

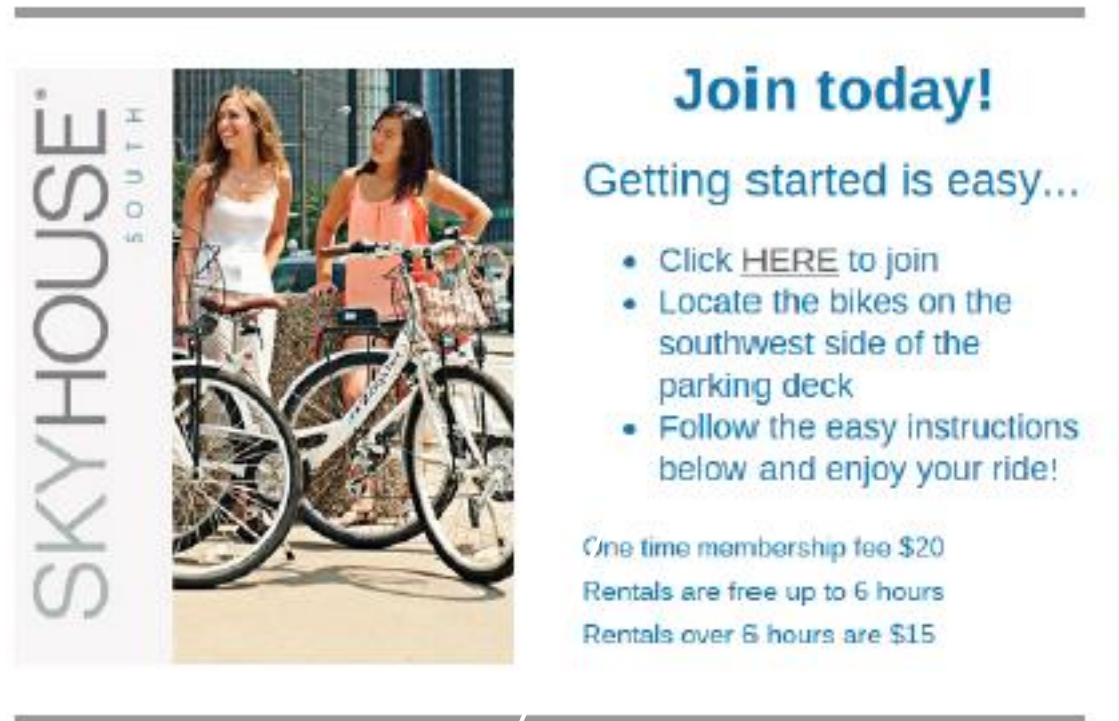
**Santa Clara University**

**Need help? Call 202-999-3924**

**CALIFORNIA STATE UNIVERSITY EAST BAY**

**Need help? Call 202-999-3924**

Custom Signage



**SKYHOUSE** SOUTH

**Join today!**

Getting started is easy...

- Click [HERE](#) to join
- Locate the bikes on the southwest side of the parking deck
- Follow the easy instructions below and enjoy your ride!

One time membership fee \$20  
Rentals are free up to 6 hours  
Rentals over 6 hours are \$15

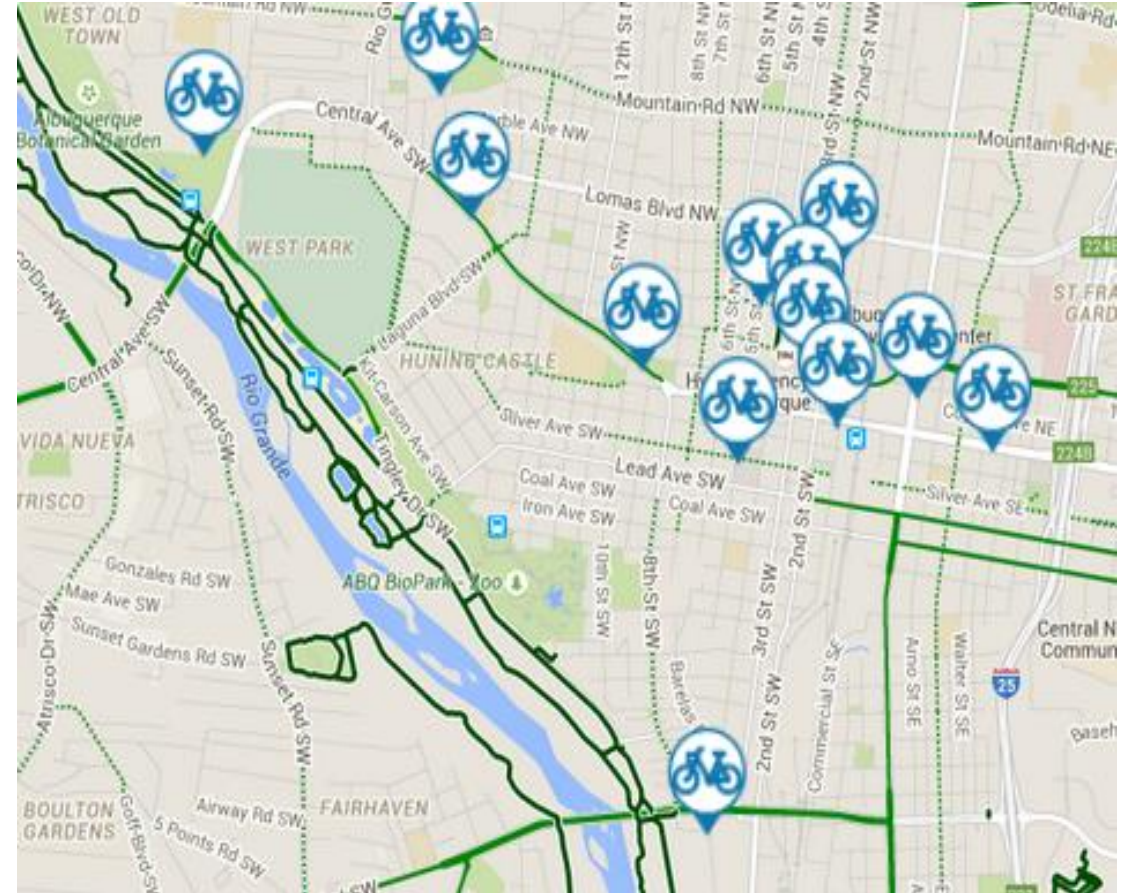
Custom Marketing



# Co-Branding Opportunities



Sponsored by





# How To Measure

14260

Trips

849

Members

68

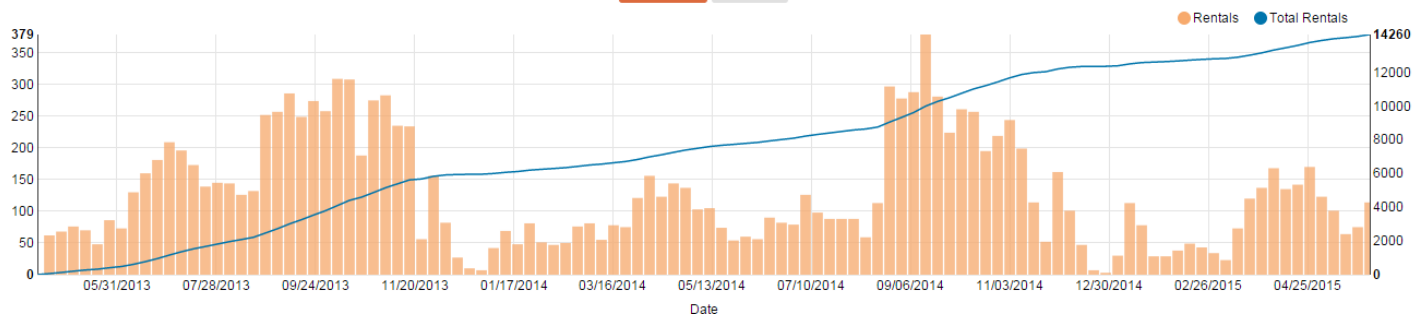
Bikes



More

Graph

Map



Zagster Dashboard



Heat Mapping



ZAGSTER

# Zagster Upgraded Bike – Fall 2015

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- Upgraded components
  - Rust resistant
  - Built in lights
  - Smoother shifting





# Zagster Upgraded Station – Fall 2015

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- Proprietary design
  - Heavy duty
  - Intuitive
  - Modular



# Annual Pricing Model



## 6 BIKE ZAGSTER SYSTEM: 1 LOCATION PAID ANNUALLY

PRICING	PER	UNIT PRICE	INITIAL QUANTITY	YEAR 1 RATE
<b>Bike</b>	Month	\$120	6	\$8,640
<b>One-time Location Shipping and Setup Fee</b>	Location	\$3,000	1	\$3,000
<b>Year 1 Total</b>				\$11,640
<b>Recurring Annual Total</b>				\$8,640

## 16 BIKE ZAGSTER SYSTEM: 3 LOCATIONS PAID ANNUALLY

PRICING	PER	UNIT PRICE	INITIAL QUANTITY	YEAR 1 RATE
<b>Bike</b>	Month	\$120	16	\$23,040
<b>One-time Location Shipping and Setup Fee</b>	Location	\$2,000	3	\$6,000
<b>Year 1 Total</b>				\$29,040
<b>Recurring Annual Total</b>				\$23,040



A row of white bicycles with baskets and Zagster branding parked in a garage. The bicycles are lined up, and the Zagster logo is visible on the frames. A blue banner is overlaid on the image with the text "Let's ride together" and contact information.

# Let's ride together

[jay@zagster.com](mailto:jay@zagster.com) | 617.870.3694

RESERVED!  
Zagster

ING S  
CITYWIDE BICYCLE  
WINNERS E  
Zagster